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In order to meet consumer demand more adequately, a system of advanced orders for footwear has been introduced. The trading organizations now have the opportunity to order from industrial organizations the types and styles of footwear which are in greatest demand.

Within the next few years, the production of footwear with a welted sole will be considerably increased as follows: in 1953, the output of such footwear will be 7 million pairs over that of the prewar year of 1940, and in 1954 and 1955, 12 million pairs over that of 1952.

The production of chrome-leather footwear with a lightweight porous rubber sole is also expanding. This footwear is lighter, more pliable and comfortable, and very popular with the consumers.

The introduction of new techniques, mechanization of labor-consuming processes, and further increase in labor productivity is taking place in the leather and footwear industry.

Highly productive press conveyers, dryers, machinery for shaping and processing footwear, high-speed sewing machines, and other equipment were introduced in the footwear industry. At present [1953], 85 percent of footwear is produced on conveyers. In 1954, approximately 2,000 units of first-rate machinery of new designs and approximately 5,000 sewing machines of different types will be put into operation.

An over-all increase in footwear production requires further development of the leather industry, leather substitute enterprises, tanning and extracts enterprises, and other branches of industry.

In 1953, the output of leather for the bottom part of the shoe will increase 36.4 percent, and for the top part of the shoe, 32.6 percent in comparison with 1950. At present [1953], the industry produces a great quantity of pigskin of every color, including blue, red, green, light brown, and white. This pigskin is used in the production of high-quality, popular footwear with a microporous sole.

In order to produce more durable colors, new dyeing techniques and new types of dyes were introduced. To meet the increasing consumer demand for high-quality white leather, and patent leather footwear, the output of white kidskin increased more than 200 percent, and patent leather, 150 percent. The output of light brown and brown leather for men's and women's footwear is now adequate. A number of plants are now producing light-colored leather for soles.

It is planned to further expand the output of tinted leather and to increase the selection of colors. During the next 2 years [1954, 1955], the output of patent leather will increase fivefold in comparison with 1950.

The leather substitutes industry is expanding rapidly. The output of lightweight microporous soles of various colors increased considerably. In 1953, production of attractive and durable three-layer microporous sole will be organized in order to improve the assortment.

A collective of the Central Scientific Research Leather Substitutes Institute annually develops and introduces new materials into the industry. A new type of artificial leather "IK," which has the appearance of natural leather, has been developed.

Artificial leather is already manufactured by the Kuntsevskiy Experimental Plant and the Kalinin "Iskoz" Combine. In 1953, tens of thousands of attractive brief cases, suitcases, ballet slippers, belts, and other products of artificial leather will be available on the market.

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However, the footwear industry is still far from completely satisfying the growing consumer demand, especially in the assortment, quality, and finishing of footwear. The demand for men's and women's patent-leather and summer footwear, various types of sandals, men's leather footwear with rubber soles, and low-heeled shoes for elderly women is not fully satisfied.

There is a great demand for sports footwear of various colors, but the footwear industry produces tennis, skiing, basketball, football, bicycle, and other sports footwear predominantly in dark colors.

Consumer demand for new styles is poorly satisfied. The Moscow Model Footwear Center must play an important role in popular demand. Designers of footwear enterprises are called upon to study consumers' requirements and tastes and to prepare designs before the beginning of the season.

The footwear industry must organize footwear production on the basis of climatic conditions. In the Far North and in the Southern areas of the USSR, consumers have different footwear requirements. For example, the regions of Central Asia need footwear well-insulated against heat.

In the next 2 to 3 years, the footwear industry must assure full satisfaction of consumer demand for any type of footwear.

In order to achieve this, the "Parizhskaya Kommuna" Factory, Moscow Footwear Factory, Leningrad "Skorokhod" Factory, Sverdlov "Uraloobuv" Factory, Novosibirsk Factory imeni Kirov, Kungur Leather and Footwear Combine, and a number of other enterprises will be reconstructed.

Along with the reconstruction of enterprises, it is planned to construct three new leather and footwear combines in Ulan-Ude in Buryat-Mongol ASSR and in Velikiye Luki and Ul'yansovsk in the RSFSR. The productive capacity of each of these combines will be 4.5 million pairs of leather footwear a year.

The leather industry is carrying out work to improve leather finishing and increase production of leather of more durable colors. The technological processes of patent-leather production are being re-examined, and research work to increase the durability of various types of leather is in progress.

The leather substitutes industry shortly will organize mass production of leather-like material from the fiber of natural leather. This material will be used in the production of shoe parts.

The successful fulfillment of tasks assigned to the leather and footwear industry depends on the efficient delivery of raw leather and other materials by the associate enterprises.

Agricultural workers and procurement agents still fail to provide the footwear industry with adequate raw materials. A considerable quantity of raw leather received is of D grade (chetvertyy sort). Unsatisfactory care of the cattle, unskilled skinning and curing of hides, and the improper storage of hides result in inferior-quality leather.

Footwear industry workers also complain of the shortage and poor quality of footwear machinery.

Machine builders are slow in developing new and perfected designs of footwear machinery and do not fulfill their plan for footwear machinery spare parts.

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The Ministry of Chemical Industry still does not satisfy the growing needs of the leather and footwear industry for chemical materials such as nitroenamel, acrylic emulsion, lead chromate, perchlorovinyl resin, and high-quality pigments.

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